

***WE CLAIM:***

1. Software for operating a distributor organization of a product supplier to provide for sales of a product supplier product by distributors of the product supplier product comprising:
  - a) website software applications for operating a domain server under control of the product supplier to provide a plurality of subdomain websites for distributors to offer sales of product supplier product to consumers;
  - b) business software applications for providing business functionalities including:
    - i) managing distributor transactions between the product supplier and the distributor,
    - ii) managing consumer transactions between the distributor and the consumer, and
    - iii) managing order fulfillment transactions between the consumer and the product supplier; and
  - c) the website software applications and the business software applications being interconnected whereby the product supplier may accept and fulfill sales orders from consumers placed through the subdomain websites.

2. The software of Claim 1 wherein: the distributor transactions include enabling a distributor to request commission payment through a subdomain website.

3. The software of Claim 1 wherein: the website software enables a distributor to modify a subdomain website assigned to the distributor.

4. A system for operating a distributor organization of a product supplier to provide for sales of a product supplier product by distributors of the product supplier product comprising:

a) a domain server under control of the product supplier providing a plurality of subdomain websites for distributors to offer sales of product supplier product to consumers;

b) a computer under control of the product supplier having applications for providing:

i) distributor transactions between the product supplier and the distributor,

ii) consumer transactions between the distributor and the consumer, and

iii) order fulfillment transactions between the consumer and the product supplier; and

c) the domain server and the computer being interconnected whereby the product supplier may accept and fulfill sales orders from consumers placed through the subdomain websites.

5. The system of Claim 4 wherein: the distributor transactions include maintaining a database of distributor identifier information.

6. The system of Claim 4 wherein: the domain server provides means for a distributor to modify a subdomain website assigned to the distributor.

7. The system of Claim 4 wherein: the distributor transactions include maintaining a listing of distributor sales made and commissions earned through the subdomain websites.

8. The system of Claim 4 wherein: the distributor transactions include enabling distributors to request commission payments through the subdomain websites.

9. The system of Claim 4 wherein: the order fulfillment transactions include accepting consumer orders placed through the subdomain

website, verifying customer payment and notifying a product supplier shipping department that the consumer order is to be shipped.

10. A system for operating a distributor organization of a product supplier to provide for sales of a product supplier product by distributors of the product supplier product comprising:

- a) a domain server under control of the product supplier;
- b) a computer under control of the product supplier,
- c) the computer and the domain server being interconnected and having software applications therein for providing functionalities including:
  - i) a distributor intake functionality for entering distributor identification details and maintaining a database of the distributor identification details,
  - ii) a distributor web site set up functionality for providing a distributor with a modifiable personal web site and enabling the distributor to make at least one of changes or additions to the modifiable website,
  - iii) a consumer order process functionality enabling consumers to place orders for product supplier products and pay for the orders through the modifiable website and maintaining records of the orders,
  - iv) an order fulfillment functionality for providing instructions to the product supplier with respect to order fulfillment of consumer orders by the product supplier, and

v) a distributor notification functionality for listing consumer orders placed through the modifiable website and fulfilled by the product supplier; and for figuring the commission of the distributor;

d) whereby a plurality of dealers can each create a modified website for taking consumer orders of the product supplier product, the product supplier can fulfill the consumer orders, and the product supplier and the distributor can track orders and commissions of the distributor.

11. The system of Claim 10 further including a functionality for providing payment of commissions to the distributor.

12. The system of Claim 10 wherein the order fulfillment functionality provides instructions for boxing and addressing of a consumer order.

13. The system of Claim 10 wherein the distributor web site set up functionality allows the distributor to select a password for entering a secure area of the personal web site.

14. The system of Claim 10 further including a functionality whereby the distributor can modify a template of product supplier products offered on the personal web site.

15. The system of Claim 10 further including a functionality whereby the distributor can modify the personal web site to individualize promotional copy, add additional distributor product offerings, and select product supplier product markups.

16. The system of Claim 13 further including a functionality whereby the distributor can view customer orders and commissions at the secure area of the personal website and submit commission payment requests to the product supplier at the secure area of the personal web site.

17. The system of Claim 10 whereby the consumer orders are taken from the personal website and fulfilled by the product supplier.

18. The system of Claim 10 further including a functionality whereby a tracking number is applied to a consumer order and the consumer is notified of the tracking number.

19. The system of Claim 10 further including a functionality whereby the personal web site allows the consumer to submit consumer payment information and verification of the consumer payment information is provided to the product supplier.

20. The system of Claim 10 further including a functionality whereby the distributor web site lists a shipping status of the consumer order.

21. The system of Claim 10 further including a functionality whereby commission payment requests are submitted to the product supplier from the personal web site.

22. The system of Claim 21 further including a functionality whereby payment is provided to the distributor.

23. The system of Claim 21 whereby the product supplier can set dollar amount limits or payment frequency limits, or both, on commission payment requests of the distributors.